Applicant : Kristin Coit et al   Attorney's Docket No.: 16113-0769001 / GP-241-00-
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Amendments to the Claims

This listing of claims replaces all prior versions and listings of claims in the application.

Listing of Claims

1. (Currently Amended) A computer-implemented method comprising:

accepting, on a computer server system, a set of advertisements from an advertiser, the advertisements being reproducible on an advertisement server;

determining if the advertiser is a trusted advertiser;

submitting, in response to determining that the advertiser is a trusted advertiser, the advertisements in the set of advertisements for review using an automated review process, wherein the automated review process comprises automatically approving or disapproving an advertisement based on the content of the advertisement;

in response to a determination that the advertiser is not a trusted advertiser:

selecting a subset of the set of advertisements;

submitting the subset of advertisements to be reviewed to a manual review process for approving or disapproving an advertisement based on the content of the advertisement;

determining a trust score for the advertiser using information based on the manual review of the subset of advertisements; [[and]]

if the trust score is greater than or equal to a threshold trust score:

submitting the advertisements in the set of advertisements not in the selected subset for review using the automated review process; and

if the trust score is less than the threshold trust score:

submitting the advertisements in the set of advertisements not in the selected subset to be reviewed using the manual review process and allowing approved advertisements from the set of advertisements to be served by the [[an]] advertisement server; and

automatically transferring [[allowing]] approved advertisements of the set [[that are not in the subset to be served]] to the advertisement server if the trust score indicates that the

advertiser is a trusted advertiser.

2-3. (Cancelled).

4. (Previously Presented) The computer-implemented method of claim 1 wherein the trust score indicates a degree of distrust .

5. (Previously Presented) The computer-implemented method of claim 1 wherein determining the trust score for the advertiser further comprises determining a percentage of declined advertisements in the subset.

6. (Previously Presented) The computer-implemented method of claim 5 wherein determining the trust score further uses reasons for which declined advertisements in the subset were declined.

7. (Previously Presented) The computer-implemented method of claim 1 wherein the set of advertisements comprises Web advertisements .

8. (Previously Presented) The computer-implemented method of claim 1 further comprising:
    automatically screening the approved advertisements for preselected words or phrases.

9. (Previously Presented) The computer-implemented method of claim 8 wherein at least one of the preselected words is a URL.

10-14. (Cancelled).

15. (Currently Amended) A computer-implemented method of ad approval comprising:
    selecting a subset of a first ad group of advertisements provided by a trusted advertiser, the advertisements being reproducible on an advertisement server;

accepting a determination of advertisements in the subset that are disapproved;

determining a trust score using information concerning disapproved advertisements in the subset, approved advertisements in the subset, and reasons for any disapprovals; and

pulling from circulation, on the advertisement server, at least one [[ad]] advertisement in a second ad group received from the trusted advertiser if the trust score indicates that the trusted advertiser is no longer a trusted advertiser.

16. (Previously Presented) The computer-implemented method of claim 15 wherein the determination of advertisements in the subset that are disapproved is accepted from a manual review process.

17-32. (Cancelled).

33. (Currently Amended) A computer comprising:

a processor; and

computer program instructions on a computer readable medium that when executed on the processor cause the processor to perform operations comprising:

accepting a set of advertisements from an advertiser, the advertisements being reproducible on an advertisement server;

determining if the advertiser is a trusted advertiser;

reviewing, in response to determining that the advertiser is a trusted advertiser, the advertisements in the set of advertisements using an automated review process, wherein the automated review process comprises automatically approving or disapproving an advertisement based on the content of the advertisement;

in response to a determination that the advertiser is not a trusted advertiser:

selecting a subset of the set of advertisements;

submitting the subset of advertisements to be reviewed to a manual review process for approving or disapproving an advertisement based on the content of the advertisement;

determining a trust score for the advertiser using information based on the

manual review of the subset of advertisements; and

if the trust score is greater than or equal to a threshold trust score:

reviewing the advertisements in the set of advertisements not in the

selected subset using the automated review process;

if the trust score is less than the threshold trust score:

submitting the advertisements in the set of advertisements not in

the selected subset for review to manual review process and allowing approved

advertisements from the set of advertisements to be served by the [[an]] advertisement

server; and

automatically transferring [[allowing]] approved advertisements of the set

~~that are not in the subset to be served~~ to the advertisement server if the trust score

indicates that the advertiser is a trusted advertiser.

34. (Currently Amended) An apparatus comprising:

a processor configured to:

accept a set of advertisements from an advertiser, the advertisements being

reproducible on an advertisement server;

determine if the advertiser is a trusted advertiser;

submit for review, in response to determining that the advertiser is a trusted

advertiser, the advertisements in the set of advertisements using an automated review

process, wherein the automated review process comprises automatically approving or

disapproving an advertisement based on the content of the advertisement;

in response to a determination that the advertiser is not a trusted advertiser:

select a subset of the set of advertisements;

submit the subset of advertisements to be reviewed to a manual review

process for approving or disapproving an advertisement based on the content of the

advertisement;

determine a trust score for the advertiser using information based on the

manual review of the subset of advertisements; and

if the trust score is greater than or equal to a threshold trust score:

review the advertisements in the set of advertisements not in the

selected subset using the automated review process;

if the trust score is less than the threshold trust score:

review the advertisements in the set of advertisements not in the selected

subset using the manual review process and allow approved advertisements from the set

of advertisements to be served by the [[an]] advertisement server; and

means for automatically transferring [[allowing]] approved advertisements of the

set ~~that are not in the subset to be served~~ to the advertisement server if the trust score

indicates that the advertiser is a trusted advertiser.

35. (Previously Presented) The method of claim 1 wherein accepting the set of

advertisements from the advertiser includes receiving advertisements from a syndication system

that is configured to aggregate and collect advertisements from third parties that submit third

party advertisements to the syndication system for placement on a web page of a content

publisher.

36. (Previously Presented) The method of claim 1 wherein accepting the set of

advertisements from the advertiser includes receiving the advertisements directly from a system

of an organization that produced the advertisement.

37. (New) The method of claim 1 wherein automatically transferring approved

advertisements of the set includes designating that the approved advertisement for placement in

an advertisement syndication network.